

Intaglio Service CORPORATION Chicago

LEO BURNETT COMPANY, Inc.

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1/Parade

(A)

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**Clark Gum will keep
these kids happy.**

**Clark Gum will help
UNICEF keep these kids alive.**

This Halloween give the
individual sticks of Clark
Gum to your neighbor-
hood Trick-or-Treaters.
But save the empty outer
pack wagons, and send
them back to Clark.

You and every un-
opened outer pack wrap-
pers of Clark or Snide
Gum you send us, we'll
contribute \$4 to UNICEF.

Last year, you sent in
over 10 million packages.
And this year, we're
working to insure
survival to insure
2,700,000 kids against
malnutrition.

Millions of children
around the world depend
on UNICEF aid, so in ad-
dition to your outer pack
tribution to UNICEF this
year, "Trick-or-Treat"
with Clark Gum.

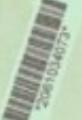


Send your empty outer
pack wagons to "Treats of
Life," U.S. Committee for
UNICEF, P.O. Box 4320,
Clinton, Iowa 52725. The
UNICEF Campaign ends
November 15, 1971.

Offer also good in Canada.



Help Clark help UNICEF!
Clark and we other companies
make lots of money from the
"Treats of Life" campaign.
Which we donate in an effort to
keep millions of children alive.
The U.S. Committee for UNICEF
conducts the campaign on behalf of
the UNICEF organization, although no UNICEF
monies are handled.



Anne We made a black and white version of
this ad for the St Paul/Minneapolis edition of *T.V. Guide*.
and assigned ad# 180 - Job 82201 - Estimate 06-129-71